

ORDER



Orders Order / Rev: 105745
 Alt Order #: 06844290
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 337
 Flight Dates: 08/22/12 - 08/26/12
 Original Date / Rev: 08/21/12 / 09/07/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency Name: American Rambler Productions
 Buying Contact: _____
 Billing Contact: _____
138 Conant St.
Beverly, MA 02494

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser Name: Romney for President, Reversed
 Demographic: A35+
 Product Codes: PLC02-Republican
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
 Order Separation: 00:05:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	82	\$70,875.00	\$60,243.75

Totals	Month	# Spots	Gross Amount	Net Amount	Rating
	August 2012	82	\$70,875.00	\$60,243.75	0.00
	Totals	82	\$70,875.00	\$60,243.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$70,875.00
Market	100%	\$272,596.15

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	49%	\$133,572.12
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	14%	\$38,163.46
KTUD	0%	\$0.00
KVVU	11%	\$29,985.58
KWVB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wa@M	6-7a	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00	

WAKE UP

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/20/12	08/26/12	--WTF--	6	\$1,000.00	0.00

Order / Rév: 105745
Alt Order #: 06844290
Flight Dates: 08/22/12 - 08/26/12

Advertiser:	Romney for President
Product Desc:	ROMNEY FOR PRESIDENT
Estimate:	337

KSJV

Order / Rev: 105745
Alt Order #: 06844290
Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney for President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 337

KSJV

Order / Rev:	105745	Advertiser:	Romney for President
Alt Order #:	06844290	Product Desc:	ROMNEY FOR PRESIDENT
Flight Dates:	08/22/12 - 08/26/12	Estimate:	337

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 23	KSNV	08/25/12	08/25/12	Nevada Newsmakers - COM		5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00											
Nevada Newsmakers - Ch.3 (5:00 AM-5:30 AM)																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S-	1	\$825.00	0.00																					
E 24	KSNV	08/25/12	08/25/12	Nevada Newsmakers - COM		5:00- 6:00am	-----S-	:30	1	\$825.00	3	0.00	NM	1	\$825.00											
Nevada Newsmakers - Ch.3 (5:30 AM-6:00 AM)																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S-	1	\$825.00	0.00																					
E 25	KSNV	08/26/12	08/26/12	News 3 Sunrise - SUND&M		6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00											
News 3 Sunrise SUNDAY																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S	1	\$325.00	0.00																					
E 26	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00											
Sunday Today																										
SUN TODAY																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S	1	\$625.00	0.00																					
E 27	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00											
Meet the Press																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S	1	\$3,000.00	0.00																					
E 28	KSNV	08/26/12	08/26/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00											
News 3 Today																										
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Week: 08/20/12	08/26/12	-----S	1	\$500.00	0.00																					
E 29	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM SM		9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00											
Chris Matthews SUN 9:30am																										
CHRIS MATHEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S	1	\$500.00	0.00																					
E 30	KSNV	08/26/12	08/26/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----S	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00											
Sa-Su News 3 at Eleven																										
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 08/20/12	08/26/12	-----S	2	\$1,100.00	0.00																					
												Totals	82	\$70,875.00												